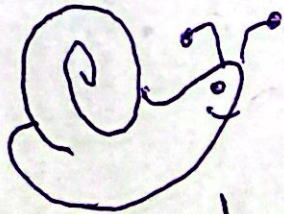


Habits are



Slow to change!

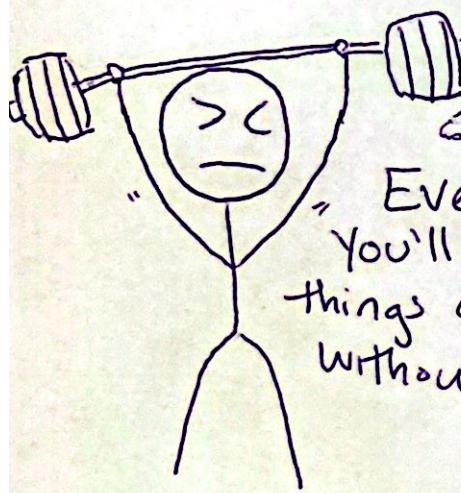


positive reinforcement



do things you enjoy!

People underestimate their good habits.



No SET REPS!

Eventually you'll just do things automatically without struggle.

50%
↓
15%

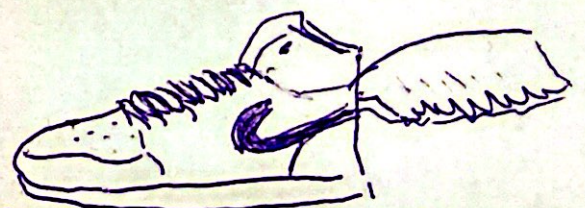


But make some things more difficult



Make things easy and accessible!

Just exerting willpower may be unsustainable.



ACCOUNTABILITY: SHORT RUN



make masks free!

FRICITION!

have it work for us.

